

**What is Claimed is:**

1. An insertion structure for inserting a lamp rod to a wire winding box comprising:

a retaining seat; a front end of the retaining seat having a flange and a lateral side of the flange being a threaded surface; the threaded surface passing through the via hole of the wire winding box and being locked by a nut; a hollow slot being formed on the threaded surface of the retaining seat; a lateral side of the slot being locked with a reed by a stud; an inner side of the reed being punched with an embedded block inclined to the slot; the embedded block protruding into the slot of the retaining seat;

a insertion head; an interior of the insertion head being fixed with a conductive plug; the conductive plug protruding from a bottom side of the insertion head for conducting to the receptacle in the retaining seat; a lateral side of the insertion head corresponding to the reed of the retaining seat having a bank of teeth for buckling the retaining seat as the insertion head is inserted into the retaining seat;

thereby, a lamp rod with the insertion structure is detachable from the wire winding box easily for storage and transfer.

2. The insertion structure as claimed in claim 1, wherein one end of the retaining seat having an inserting groove; two inner sides of the inserting groove have respective embedding grooves; a receptacle is installed in the inserting groove and then a gate plate is inserted into the two embedding grooves for positioning the receptacle within the retaining seat.